

Goals

To provide business owners and community organizations with an opportunity to:

- ◆ Bring unique ideas, specific to your business or organization, to the B-Line Trail.
- ◆ Enhance the appearance, upkeep, and overall appeal of the B-Line Trail.
- ◆ Connect B-Line users to your business or organization through various forms of exposure opportunities.



People/dog accessible drinking fountain



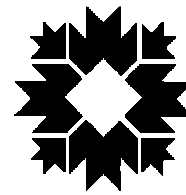
6-foot black park bench custom diamond plaque placed in center



42-inch diameter flower pot

"To make a greenway is to make a community."

~Charles E. Little
Author of Greenways for America



CITY OF BLOOMINGTON
parks and recreation



B-LINE BACKER

The City of Bloomington is excited to provide business owners, community organizations and individuals with an opportunity to have a visible connection to the B-Line Trail.

The City of Bloomington invites you to:

- Develop future sales through exposure with potential customers.
- Achieve name recognition by becoming a part of a highly visible community initiative.
- Enhance your public image and brand while connecting to over 12,000 yearly users.
- Make a positive contribution to community.
- Honor the achievements of a colleague, community member, or loved one.

Amenity Sponsor:

- People/dog accessible drinking fountain with custom brass plaque mounted on base/\$500 per year/three-year minimum
- 6-foot black park bench with custom diamond plaque placed in center/\$500 per year/three-year minimum
- 42-inch diameter flower pot with custom rectangle plaque placed in front-center of pot/\$500 per year/three-year minimum

Bloomington Parks and Recreation will:

- Display or mount a custom-made plaque on the amenity of your choice.
- Include your business name on the B-Line Trail Web page.
- Display your business name on the sponsor page of the seasonal program guide.

Custom-build your B-Line sponsorship:

Bloomington Parks and Recreation provides an opportunity for you to promote your business by proposing enhancement or design ideas relevant to, and in the best interest of, the B-Line. We have landscape areas and other undeveloped areas along the B-Line that can accommodate special projects. We encourage you to submit a detailed proposal summarizing your idea and referencing your area of interest.

Contact:

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